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MEMORANDUM

Department of Planning, Recreation & Neighborhood Services



To: Thomas J. Wilson, City Manager

Through: Bonnie Greiner, Recreation Services Manager

By: Renee Lorentzen, Public Services Assistant II

Cc: Kathleen Yurchak, Recreation Services Supervisor

Subject: Cultural Arts Support Program (CASP) Changes

Date: November 24, 2003

Background

At the April 28, 2003 Arts Commission meeting, the Arts Commission requested that staff work to improve the Cultural Arts Support Program to create a more efficient Application and Evaluation Process. At the June 3, 2003, City Council meeting, staff informed City Council that by request of the Arts Commission, staff would be returning at a future City Council meeting to present proposed changes to the Cultural Arts Support Program for final approval by the Council.

Proposed

This memo outlines for you the proposed changes to the Cultural Arts Support Program, recommended by the Arts Commission. Below details the major program processes, with the current process and the proposed process.

Application Process

<i>Current</i>	<i>Commission Recommendation</i>
Written Application	Written Application
Oral Presentation	Mandatory Video/Audio Attachment (groups example)
(3) Attachments, Programs, Flyers, etc	(2) Attachments, Programs, Flyers, etc.

Review Process

<i>Current</i>	<i>Commission Recommendation</i>
Held in April of previous funding cycle	Held in July of current funding cycle
Oral Presentation by Applicant	Written Application and Visual/Audio Attachment Reviewed

Evaluation Process

<u>Current</u>	<u>Commission Recommendation</u>
Commissioner Evaluation Sheet, point scoring (Staff Tally Score)	Discussion Guide Questions, verbal scoring, 1-10 (Staff Tally Score)

In-Kind Services

<u>Current</u>	<u>Commission Recommendation</u>
\$2,000	\$2,000
Promotions (1,000 Flyers, PSA)	Promotions (1,000 Flyers, PSA)
Performance Venue (Location)	Performance Venue (Location)
Lighting	
Sound	

**2004-2005
Cultural Arts Support Program (CASP)
Grant Application**

Through this grant program we hope to increase and deepen participation and access to arts and cultural activities for the Milpitas community. We also hope to encourage coalitions and collaborations between artists, arts organizations, and other sectors to infuse the entire community with arts activities. CASP grants (up to \$2,000) are designed to underwrite arts activities, projects, or performances in the Milpitas community. Any organization, neighborhood group, or artist in the Bay Area may apply, but the activity must take place in the City of Milpitas, and be open to the public. This is a competitive grant program.

CASP grants will seek to accomplish the following goals as listed in the Milpitas Cultural Arts Implementation Plan:

- Foster Awareness of the Rich Diversity in the Community
- Provide Educational Opportunities in the Arts and Culture
- Promote Artistic Expression Throughout the Community
- Increase Cultural Participation
- Acquire Public Art

These objectives will help generate awareness, acceptance, and enthusiasm for the importance of arts & culture in the Milpitas community. This will translate into financial support, attendance, and pride of the culture and art in our community.

The Cultural Arts Support Program Funding Criteria

The Cultural Arts Support Program will fund:

- **Production costs:**
Costumes, sets, lighting equipment, sound equipment, easels, paint, paintbrushes, framing costs, paper, canvas, musical instruments, musical equipment, music, and other production costs as related to the specific costs of the project being undertaken as specified in the grant proposal.
- **Marketing costs:**
Posters, flyers, paid advertisements on radio, television, or newspapers, and promotional banners.
- **Rental fees:**
For performance or exhibition space only.
- **Artistic Personnel:**
Choreographers, directors, musical directors, guest performers, artists, authors, dancers, actors, and musicians. "Artistic Personnel" is defined as "Those involved with the creative and artistic elements of the project being undertaken."

The Cultural Arts Support Program will **not** fund:

- Administrative personnel, including clerical staff, producers, management, and grant writers.
- Arts education programs, in-school projects or those projects designed specifically for students.
- Overhead or administrative costs other than the marketing costs mentioned above.
- Refreshments for receptions or any items not specifically related to the project being undertaken as specified in the grant proposal.
- Rental fees for rehearsal space, office space, or any other space related to pre-project preparation.
- Costs not specified above.

Cultural Arts Support Program Grant Cycle and Deadlines

Informational Meeting:

February '03 XXX
Milpitas Community Center 457 E. Calaveras Blvd.
Attendance is strongly recommended.

Pre-screening:

May '03 XXX
Applications will be returned with suggestions and comments five (5) business days after they are received.

Application Deadline:

June '03XXX
NO late applications will be accepted.

Applicant Review:

July '03 XXX
Arts Commission Meeting

Program Dates:

Must take place between November 1, 2004 and October 31, 2005 and cannot conflict with other CASP or City-Sponsored events.

Reports:

All grantees are required to submit interim and final reports on the project based on the information presented in the proposal and specific CASP requirements.

If a complete Final Budget Statement is not received 30 days after the due date, (a total of 90 days after the event/activity), applicant(s) will be required to reimburse the City for the full amount of funding and will not be eligible to apply for the following funding cycle.

Mail or deliver your grant application to:

Cultural Arts Support Program
Milpitas Community Center
457 E. Calaveras Blvd.
Milpitas, CA 95035

Questions:

Anne Kelly, Community Enrichment Coordinator
(408) 586-2777

Cultural Arts Support Program Application Requirements

Submit twelve (12) Grant Application Packets with the below information included. Only one (1) copy of your Supporting Materials is required.

Cover Sheet

- Complete the provided Cover Sheet.
The Coversheet will provide the Commission with preliminary knowledge of you and your proposed project. Your requests for available In-Kind services are located on the coversheet. Please mark all that apply, as you will be held to your original requests upon Grant approval.

Project Outline

- Submit a Project Narrative that is no more than eight pages, double-spaced, 12 pt. Font.
- Answer the questions stated in the Project Outline portion of the Grant Application, clearly and with as much detail as space will allow on a separate piece of paper.
- Answer each question by re-typing the question.
Please be as detailed and specific as possible when drafting your project narrative. The Commission will need to retrieve all necessary information and have all their questions answered from your written proposal.

Budget Worksheet

- Complete the provided Budget Worksheet.
- Complete the Budget Line Item Worksheet if applicable.
The Budget Worksheet and Line Item Form are important components to your Grant application. How you are planning on funding your proposed project, in addition to the City of Milpitas CASP Grant; income, other grants, ticket sales, concession sales*, etc.

Supporting Materials

- Three (3) forms of supporting materials must be submitted with your application.
- One of your three (3) Supporting Materials must be a Video/DVD, Audio or pictures (visual arts projects only).
- Programs, brochures, flyers, newspaper or magazine articles are acceptable forms of Supporting Materials.
- **Materials submitted will not be returned.**

* A business license must be obtained to sell concessions as stated and defined in the City of Milpitas' Facility Rules and Regulations Packet.

CULTURAL ARTS SUPPORT PROGRAM APPLICATION

Proposal Narrative

Please answer the following questions clearly and concisely in the order provided. Please begin each answer by retyping the question.

1. Cover Sheet

Complete the provided Cover Sheet for your grant application

2. Project Outline

1. Describe your Organization; it's mission, purpose and programs.
2. Describe your proposed project/activity in detail; including what the grant will be used for specifically, the season and venue in which you wish to hold your project/activity.
3. Please list and describe the artistic personnel who will be working on this project: their training and experience.
4. How will this project/activity benefit the Milpitas Community?
5. How will you market your project/activity to the Milpitas Community; include how you will outreach to demographics specific to Milpitas? Please provide a timeline of promotions.
6. What was the outcome of previous City of Milpitas CASP Grant funded projects, if applicable?
7. Describe the role of your board, professional and artistic personnel. Provide a list of your Board of Directors; include their profession and city of residence.
8. List your attachments/supporting materials; provide a short introduction to your VHS, DVD or Audio Cassette.

3. Budget Worksheet

Complete the provided Budget Worksheet for your grant application.

4. Supporting Materials

1. Three pieces of supporting material (brochures, newsletters, press releases, videos, etc.). One piece of supporting material must be a Video, DVD or Audio Cassette or in the case of a visual arts proposal, pictures.
2. If you will be presenting an activity at a non-City site, provide a letter from the Facility Manager or principal approving the use of that facility on a specified date at an agreed upon time, and that the general public is welcome to attend.

City of Milpitas Cultural Arts Support Program Commissioner Application Review Discussion Guide

The following questions should be used as a guide during your review discussion of Cultural Arts Support Program Grant Applications.

Community Impact

1. Who are the Proposals target audience in the Milpitas community?
2. Will this Proposal draw *significant* community participation?
3. Will this Proposal build coalitions and collaborations between the arts and other sectors of the community (non-profits, government, business and industry)?
4. Will this Proposal encourage diversity of artistic expression by supporting a wide variety of groups and activities that celebrate the many cultures that make up our community?

Proposal Comprehension

1. Was the Proposal well developed and written clearly? Is any part of the Proposal undefined?
2. How does this Proposal reflect the goals of Milpitas Cultural Arts Implementation Plan?
3. Is the Marketing Plan developed? Will it be effective in attracting new audiences?

Proposal Logistics

1. Is the Applicant able to deliver on the proposed project? Are the Personnel and Board of Directors involved in the Proposal experienced and knowledgeable in the Proposal's area of focus?
2. Is the Proposal Budget appropriate and realistic? Are any items of expenditure or revenue unclear or extraneous?

City of Milpitas
2004-2005 Cultural Arts Support Program

Application Cover Page - Individual

Artist Name: _____ Area of focus: _____

Mailing Address: _____ City: _____ Zip Code: _____

Phone: _____ Email: _____ Fax: _____

Project Title: _____ Pre-Determined Venue: _____

New Project: _____ Existing Project: _____

Grant Request Amount: \$ _____ Total Project Budget: \$ _____

In-Kind Services Request (Mark those that you would like incorporated into your grant request):

_____ Performance Space

_____ Marketing

_____ Printing Services

Artist History (brief artist biography): _____

Project Summary (Max 35 words): _____

City of Milpitas
2004-2005 Cultural Arts Support Program

Application Cover Page - Group

Organization Name: _____ Date of Incorporation: _____

Mailing Address: _____ City: _____ Zip Code: _____

Phone: _____ Website: _____ Fax: _____

Contact Name/Title: _____ Email: _____

Executive Director/President: _____ Email: _____

Organization Operating Budget (List income for previous year): \$_____

Project Title: _____ Pre-Determined Venue: _____

New Project: _____ Existing Project: _____

Grant Request Amount: \$_____ Total Project Budget: \$_____

In-Kind Services Request (Mark those that you would like incorporated into your grant request):

_____ Performance Space

_____ Marketing

_____ Printing Services

Organization Mission Statement: _____

Project Summary (Max 35 words): _____

Budget Line Item Worksheet

In the space provided, please indicate any Budget expenses or income that needs further explanation.

<u>Item Description</u>	<u>\$ -/+</u>	<u>Explanation</u>
<hr/>	<hr/>	<hr/>
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Explanation of any large expense item:

Explanation of any large Project Overhead:

Cultural Arts Support Program Budget Worksheet

Fiscal History

This is fiscal history for an:

_____ Organization

_____ Independent Artist/Project

	2002-2003 Actual	2003-2004 Budgeted	2004-2005 Projected
<u>Revenues</u>			
Earned			
Contributed			
Total Revenues	\$	\$	\$
<u>Expenses</u>			
Artistic			
Administrative			
Total Expenses	\$	\$	\$
Surplus/Deficit	\$	\$	\$

Project Budget (Projected)

<u>Earned Revenue</u>		<u>Artistic Expenses</u>	
Admission/Tickets	\$	Artistic Salaries	\$
Product Sales	\$	Other	\$
Business License	\$ -	Other	\$
Student Fees/Tuition	\$	<i>Sub-total Artistic</i>	\$
<i>Sub-Total Earned</i>	\$		
<u>Contributed Revenue</u>		<u>Production Expenses</u>	
Federal Grants	\$	Marketing/Promotions	\$
State Grants	\$	Rent (Performance Space)	\$
Local Government	\$	Rent (Lighting/Sound)	\$
Private Industry	\$	Other	\$
In-Kind	\$	Other	\$
Other	\$	<i>Sub-total Production</i>	\$
<i>Sub-total Contributed</i>	\$		
Total Revenues	\$	Total Expenses	\$

IX. New Business

1. Work Plan Discussion

The Commission received a Work Plan Discussion Worksheet, listing items from their previous Work Plan, items they expressed interest in and also from the Cultural Arts Implementation Plan. The Commission ranked the items listed in order of their personal importance and those rankings were averaged together to create their 2004 Work Plan. Work Plan Items ranked in the following order:

1. Arts Day
2. Public Art Project Participation
3. Recognition of Art Contributors; Milpitas Global Village; Cultural Arts Performing Center
4. Art Partnerships
5. 2nd Phantom Art Gallery Site
6. Milpitas Community Center Bulletin Board Display
7. Cultural Art Postcard

2. Phantom Art Gallery Opening Carl Roach

The Commission presented Carl Roach with a Certificate of Commendation to Carl Roach for his contribution to the art in Milpitas. Mr. Roach thanked the City for the opportunity to display his work.

3. Art in Your Park Roles and Responsibilities

Note. Receipt. File.

4. Cultural Arts Program Changes

Renee Lorentzen, Public Services Assistant II, reviewed the proposed changes with the Commission to the current Cultural Arts Support Program. She explained to the Commission that the proposed program changes mirror requests and suggestions made by Commissioners and members of Council. Major proposed changes were as follows:

- Reduction in In-Kind Services
- No Oral Presentation from grant applicants
- Grant applicant Review meeting held after budget hearings to coincide with Fiscal Year, and
- Easier Commissioner review and ranking process

MOTION to approve the proposed changes to the Cultural Arts Support Program.

M/S: Rabe/Ogle

Ayes: All

X. Staff Reports

None